



**DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS  
PRC400: INTERNATIONAL PUBLIC RELATIONS  
FINAL EXAMINATION  
MAY 2020 SEMESTER**

**Instructor:** Dr. Nyaga

**Instructions: Answer all questions.**

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- Q1. a) Define and briefly explain the concept of International Relations. **(2 marks)**
- b) In your own words and in your understanding, what is International Public Relations? **(3 marks)**
- c) “Effective PR will share generic principles across cultures, even though applications may be culture-specific”.
- Using relevant examples, discuss the above statement. **(5 marks)**
- Q2. a) Compare the Realism and Idealism theories in International Relations. **(5 marks)**
- b) Using examples and giving reasons, show which one of the two theories, in your opinion, best represents the reality of International Relations practice. **(5 marks).**
- Q3. Strategic Cooperative Communities focus on relationship building instead of rationalist business management methods.

- a) Explain why the new approach to PR should focus more on relationships **(3 marks)**
- b) Analyze why the old approach of focusing on rationalist business management methods was limited. **(3 marks)**
- c) State whether relationships alone are adequate, and why. **(4 marks)**

- Q4. a) Explain the concepts of gender and gender issues in International Relations. **(3 marks)**
- b) Critically evaluate how gender issues affect the role of women and professionalism in PR practice. **(7 marks)**